

Unit



# Introduction to Retailing

The retail industry secures the fifth position as an industry and is the second largest employer after agriculture, providing bright and exciting job opportunities in India.

Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most of the daily use products from small shops in our neighbourhood or a nearby market. Generally, the shopkeepers sell goods—either individually as a sole proprietor or with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has come up, which also provide the same products.

Today, supermarkets, departmental stores, hypermarkets, malls and non-store retailing like multilevel marketing and telemarketing, have replaced or co-exist, transacting with the traditional retail businesspersons, such as hawkers, grocers and vendors, etc. There are various levels at which retail businesses operate—ranging from small, owner-operated and independent shops to those in the national and international market.

An increase in income levels and the need for new products and services, a rise in standard of living, competition in the market and increasing consumption patterns of customers have contributed to the demand for creation of these type of stores.

## NOTES

This unit will focus on various aspects of retailing. The first session covers the basics of retailing, the second session deals with organised and unorganised retailing, the third explains store retailing and non-store retailing, and the fourth session discusses the duties of a retail cashier and also discusses the Indian and global retailer.

### SESSION 1: BASICS OF RETAILING

#### Concept of retail

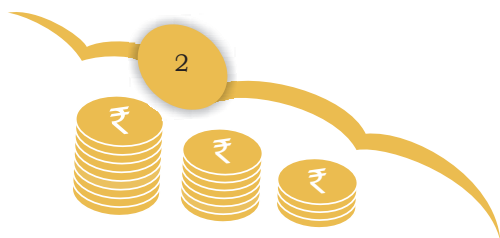
Retail is a business deal in which the seller sells small quantities of goods to the customers as per their needs. A retail store is a retail business enterprise which primarily deals with sales volume in retailing.

In easy terms, the function of retailing is to sell products to final consumers by an individual or a firm.

#### Functions of retailer

The retailer provides the products and services that the customer needs, in the required quantity, at the right place and time. This activity of the retailer creates value addition or utility to the customers. Do you know, there are four basic functions of the retailer:

- (i) *Breaking bulk into smaller quantities*: To reduce the cost of long distance transportation, producers ship the goods in large quantities; the middlemen, including the retailers, open these large packages and make the product available in much smaller quantities to the consumers, as per the needs.
- (ii) *Providing product and service information to customers*: The retailer or salesperson is an important source of information, especially about the features and working of the different brands available. The salesperson has knowledge about the product being sold.
- (iii) *Providing customer services*: Retailers provide various services to their customers. These may include—free home delivery, gift wrapping, credit facility and after-sales services.



- (iv) *Creating a convenient, comfortable and pleasant shopping experience for consumers:* The aim of the retailer is to provide products required by the consumer, conveniently. This creates place utility. Also, the number of customers increases when the environment inside the retail stores is friendly and pleasant. Playing soft music, proper lighting, creating a larger space for movement, courteous and well-dressed employees, etc., create a positive environment for the customers.
- (v) *Providing feedback to producers about customer needs:* With their first hand interaction with the customers, retailers have a good understanding of the customers' needs. This information, in the form of feedback can greatly contribute to product improvement by producers.

### Essential requirements of retailers

A retailer should:

- establish the shop in a place where customers are attracted.
- stock the goods which are needed by the customers.
- competitive in price and quality of goods to be sold.
- financially sound.
- be cautious of over-stocking or under-stocking of goods.
- be up-to-date with trends in the market and its position.
- ensure window display and counter display to promote sales.
- always be accessible to the customers.

### Retailer's services to the customers

- Selling of goods in little quantities as per their need, at reasonable prices.
- Meeting the consumer demand and make available the required stock.
- Providing the consumer-necessary information for buying goods.
- Guiding replacement conditions for the damages.



## NOTES

- Displaying and demonstrating goods to attract the customers.
- Offering credit facility to the regular and reliable customers.

At this point, it is necessary to understand the term wholesaler. A wholesaler is an important intermediary in distribution channels. Wholesale means selling of goods for business use or for resale purpose. In other words, wholesalers resell goods to retailers, not to the consumers. Normally, wholesalers sell large quantities. The wholesaler acts as a link between the manufacturer or the producer, and the retailer.

### Practical Exercise

#### Activity 1

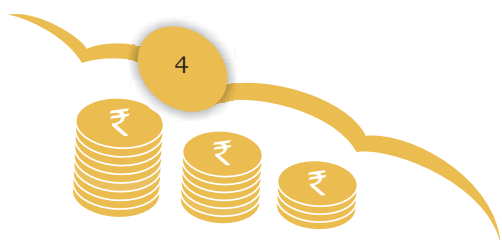
Visit a retail store for studying various sections and basic functions of a retailer.

#### Materials Required

Notebook, pen or pencil and check list

#### Procedure

1. Prepare a check list for the points of observation or study, and give it to the students.
2. Divide the student into groups as per the class strength.
3. Reach the store as per schedule.
4. Interact with the shopkeeper or the executive. Greet him/her and enquire:
  - (a) Type of products and services offered for sale;
  - (b) Who are their potential customers?
  - (c) Departments or sections in the retail outlet; and
  - (d) Degree of customer satisfaction.
5. Meet one or two customers present in the shop. Greet them and enquire about:
  - (a) The basic functions that a retailer performs.
  - (b) Their level of satisfaction.
  - (c) Suggestions they would like to offer for improving the quality of buying and selling.
6. Note all the observations, discuss with friends and finalise the report.
7. Confirm with the executive.
8. Prepare report and submit to the subject teacher.





## Check your Progress

## NOTES

### A. Fill in the Blanks

1. The function of retailing is to sell products and services to the final \_\_\_\_\_ by an individual or a firm.
2. The \_\_\_\_\_ has to be well informed about the product being sold.
3. The main aim of the retailer is to provide products required by the consumer conveniently, this creates place \_\_\_\_\_.
4. This information in the form of \_\_\_\_\_ greatly contributes to product improvement by the producers.
5. Selling of goods to consumers in small quantities as per their need at \_\_\_\_\_ prices.
6. Wholesalers act as a link between \_\_\_\_\_ and the retailer.

### B. Multiple Choice Questions

1. The purpose of retail business is to \_\_\_\_\_  
(a) go for partnership  
(b) make maximum promotion  
(c) extend to other localities  
(d) selling goods to customer
2. A retail store deals primarily with sales \_\_\_\_\_ in retailing.  
(a) volume  
(b) location  
(c) places  
(d) value
3. The term 'wholesale' means the selling of goods for business use or for \_\_\_\_\_ purpose.  
(a) sale  
(b) resale  
(c) post sale  
(d) None of the above

### C. State whether the following are True or False

1. The term 'retailing' refers to a business deal in which the seller sells in large quantities as per the need of the customer.
2. This activity of the retailer does not create value addition or utility for customers.
3. Wholesalers resell merchandise to retailers and not to the consumers.



## NOTES

4. Information in the form of feedback can greatly contribute to product improvement by consumer.
5. A wholesaler acts as a link between the manufacturer or producer, and the retailer.

### D. Short Answer Questions

1. What do you understand by the term 'Retail'?
2. Which activities of the retailer creates value addition or utility to the customers?

### E. Long Answer Questions

1. What are the essential requirements of a retailer?
2. List down the retailer's services to the customer.

### F. Check your Performance

1. Prepare a chart on the basic functions of a retailer.
2. How would you collect information from a kirana shop?
3. Demonstrate the essential requirements of a retailer.
4. Identify the services offered by a retailer to the customers.

## SESSION 2: ORGANISED AND UNORGANISED RETAILING

### Organised and unorganised retail

The retail sector is undergoing rapid growth in India. Earlier, customers used to purchase goods from *kirana* shops, mobile vendors or the *mandis*. Gradually, with a development in standard of living there has been a rise in the retail sector with more departmental stores coming into existence. This reform in the retail sector has led to the beginning of an organised sector. The retail industry is made up of two parts—organised and unorganised retailing.

**Unorganised retailing** is run as a small family business like *kirana* stores (Fig. 1.1). The features of small family business are:



- Lack of adequate infrastructure  
Lack of modern technology
- Lack of funding
- Lack of skilled manpower

Unorganised retailing includes retail units which are not registered by any legal or statute body and which are not maintaining accounts on a regular basis. The unorganised sector is small in size and mostly scattered. It has no fixed place for operations. The unorganised sector includes traditional units like *haats*, *mandis*, *melas* or *kiranas* and *paanwalas*, others, such as fruit sellers, vegetable sellers, cobbler, etc.



Fig. 1.1 Unorganised Retailing

**Organised retailing** is running a business in a systematic and scientific manner (Fig. 1.2). Organised retailing has remarkable benefits for consumers and has potential for employment generation and overall growth of the country's GDP.

In organised retailing, all the items are kept under a single roof and a large number of brands and variety of products are also available in one place. Organised retail deals with multiple retail formats, which is typically a multi-owner chain of stores run by a professional management group.



Fig. 1.2 Organised Retailing

Today, organised retailing is characterised by comfort, style and speed. It offers the customer more variety, convenience and comfort, along with retailing.

## Difference between organised and unorganised retail

The difference between organised and unorganised retail has been highlighted in Table 1.1



**Table 1.1 Difference between organised and unorganised retail**

S. No.	Particulars	Organised Retail	Unorganised Retail
1.	Variety of Items	Large	Few
2.	Size of Retail Outlet	Very Large	Very Small
3.	Size of Employees	Very Large	Very Less
4.	Capital Requirement	Very High	Very Low
5.	Terms of Employment	Regular, Assured & within Control of Government	Small, Scattered and Not in Control of Government
6.	Style	Corporate	Sole Trading
7.	Network of Retailer	Vast and Operates through a Number of Branches	Confined to a Particular Locality in a Single Unit
8.	Retail Sales	Large Quantity	Small Quantity

## Practical Exercise

### Activity 1

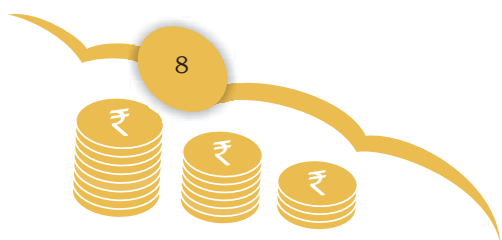
Visit retail shops for understanding the unorganised and organised formats.

#### Materials required

Pen or pencil, notebook and checklist.

#### Procedure

1. Prepare a list of the points to be checked in both outlets and give it to the students.
2. Group the students as per needs.
3. Reach the stores as per schedule.
4. Greet and interact with the executive or the shopkeeper. Collect information from them on the:
  - variety of items kept for sale
  - size of business
  - number of workers employed
  - capital invested
  - terms of employment
  - style of business
  - network
  - sales volume
5. Note down all the observations, discuss with the friends and finalise.
6. Confirm with the executive or shopkeeper.
7. Prepare a report and submit to the subject teacher.



**Activity 2**

Prepare a chart to distinguish between organised and unorganised retail business

**Materials required**

Pen or pencil, notebook, sketch pens, chart papers and colours.

**Procedure**

1. Ask the students to sit in groups.
2. Distribute the materials.
3. Ask them to prepare a chart in a creative way showing the differences between the organised and unorganised retailers based on the facts emerging from their visit.
4. Display charts in the class or lab.

**Check your Progress****A. Fill in the Blanks**

1. Unorganised retail is characterised by \_\_\_\_\_.
2. The *Paanwala* or *kirana* shop comes under \_\_\_\_\_ retailing.
3. Large numbers of brands are provided in \_\_\_\_\_ retail outlets.
4. All items are \_\_\_\_\_ under one roof in organised retailing.

**B. Multiple Choice Questions**

1. Under organised retailing, the most common feature is \_\_\_\_\_  
 (a) number of brands and products are large  
 (b) purchases are on credit basis  
 (c) few employees exist  
 (d) All (a), (b) and (c)
2. Unorganised retail is mostly confined to a \_\_\_\_\_.  
 (a) particular locality  
 (b) different branches  
 (c) chain of stores  
 (d) None of the above
3. The capital requirement is high in \_\_\_\_\_.  
 (a) unorganised retail  
 (b) organised retail  
 (c) Both (a) and (b)  
 (d) None of the above



## NOTES

4. The unorganised retail units operate on the basis of

- (a) partnership
- (b) sole-trader
- (c) chain stores
- (d) All of the above

### C. Short Answer Questions

1. Which type of retail deals with multiple retail formats?
2. Comfort, style and speed, how have these changed the business?

### D. Long Answer Questions

1. Which reform in the retail sector has led to the beginning of an organised sector?

### E. Check your Performance

1. Role-play to demonstrate the activities and procedure of organised and unorganised retail outlet.

## SESSION 3: STORE AND NON-STORE RETAILING

In India, a variety of retail stores exist to deliver different products to the end consumers. Retailing can be classified as store and non-store retailing.

### Store retailing

When the goods and services are sold from a physical place or store, it is called store retailing. The basis of classification of store retailing is ownership and merchandise offered.

#### On the basis of ownership

**(a) Independent retailer:** A person (Fig. 1.3) who owns and operates with family members or assistants. He/she has direct contact with the customers. For example, the local *baniya/kirana* store owner and the *paanwala*. He/she decides the retail strategy depending on the store location and product mix.

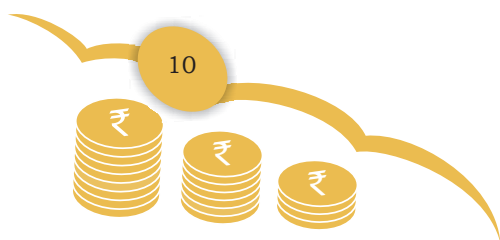






Fig. 1.3 Independent Retailer

**(b) Chain retailer or corporate retail chain:**

When a significant number of outlets are operated by a single owner, it is called a retail chain (Fig. 1.4). Chain retailers are offered the same type of products, store environment, and sales promotions. For example, Reliance, Bata, Arrow, Louis Philippe, Food World, etc.



Fig. 1.4 Chain Retailer or Corporate Retail Chain

**(c) Franchising:** A franchise (Fig. 1.5) is a legal contract between a company (franchiser) and the store owner (franchisee), which allows the store owner to conduct business under an established name. For example, McDonald's, Pizza Hut, Van Heusen, etc.

**(d) Consumer cooperatives:** A consumer cooperative (see Fig. 1.6) is a retail store operated by member customers. This



Fig. 1.5 Franchise Operations Source: [goo.gl/ETDrh1](http://goo.gl/ETDrh1)







Fig. 1.6 Consumer Cooperative Store



Fig.1.7 Convenience Store



Fig. 1.8(a) Supermarket



Fig. 1.8(b) Supermarket

**(c) Hypermarkets:** A hypermarket (Fig. 1.9) is a combination of a supermarket and a general merchandise store.

type arises largely because of dissatisfied consumers whose needs are not fulfilled by existing retailers. For example, Apna Bazaars in Mumbai, etc.

## Based on merchandise offered

**(a) Convenience stores:** These are small-sized stores located in residential areas (Fig. 1.7). They are open for long hours and offer a limited line of convenience products like eggs, bread, milk, vegetables, etc.

**(b) Supermarkets:** Supermarkets (Figs. 1.8 [a] and 1.8[b]) are large retailing stores selling a huge variety of consumer products, mostly food, items of household use and grocery with a low marginal gain. It operates on a self-service style, but has a high turnover. It offers minimum services and operates on the cash and carry basis.



It is a very large store typically at destination locations. They are designed to attract customers from a significantly large area with their low price offers, unique range and other offers. It follows the self-service style.

**(d) Specialty stores:** A store specialising in one type of products (merchandise) or single line of goods (furniture, jewellery, household, consumer electronics, sports, domestic appliances, etc.) is termed as a specialty store (Fig. 1.10).

**(e) Departmental stores:** Departmental stores (Fig. 1.11) are those stores offering a variety of goods under a single roof, located in central places or a busy locality. It requires capital to maintain different departments and huge stock of goods. The profit or loss is calculated on the entire stock. It is a combination of decentralised buying and centralised selling. They establish restaurants inside these stores and also provide home delivery services.

**(f) Catalogue showrooms:** Catalogue retailers (Fig. 1.12) usually specialise in hard goods (houseware, consumer electronics, etc.).

A customer visits the showroom and makes



Fig. 1.9 Hypermarket



Fig. 1.10 Specialty Store



Fig. 1.11 Departmental Stores







Fig. 1.12 Catalogue Showrooms Source: [goo.gl/iuNdwk](http://goo.gl/iuNdwk)



Fig. 1.13 Direct Personal Contact Approach



Fig. 1.14 Television Shopping Source: [goo.gl/PKlK7a](http://goo.gl/PKlK7a)

his/her choice of the products using the catalogue mentioning the code number of the item.

## Non-store retailing

When the goods and services are sold without a physical place or store, it is called non-store retailing. Non-store retailing adopts a direct relationship with the consumer. The classification of non-store retailing is direct personal contact and direct response marketing.

### Direct personal contact

Direct selling is making a face-to-face (direct) contact with the end consumer (Fig. 1.13). For example, cosmetics, jewellery, home appliances, educational materials, nutritional products, etc.

This type of retailing follows the party plan or the multilevel network. They display and demonstrate on inviting to a party or customers act like master distributors appointing their customers on commission basis.

### Direct response marketing

The customer becomes aware of the products/services offered through non-personal media such as mail, catalogues, phones; television or the Internet is called direct response marketing. It includes various forms of communication with the consumers like:

**(a) Mail order retailing:** In retailing customer database is used to develop target catalogues to customers.

**(b) Television shopping:** In this kind of retailing, the product is

promoted on television with the product features, price, and guarantee or warranty.

Phone numbers are provided for different cities where the products can be ordered from, and home-delivered. For example, Telebrands, a programme which usually presents fitness and health products.

**(c) E-shopping:** This format allows the customer to evaluate and purchase comfortably from his/her home through the websites using the Internet (Fig. 1.15). The products are delivered after online payment.

**(d) Telemarketing:** Telemarketing (Fig. 1.16) is the communication with customers through telephone, to promote products or services. The company executive contacts customers at a time that is convenient to them. Most companies give their toll-free numbers for customers to contact them. For example, banks selling credit cards, educational institutions seeking admissions.



Fig. 1.15 E-shopping



Fig. 1.16: Telemarketing in India  
Source: goo.gl/oc8pLD

## Differences between store retail and non-store retail

The difference between store and non-store retail has been given in Table 1.2.

**Table 1.2: Differences between store and non-store retail**

Store Retail	Non-store Retail
1. Goods and services are sold from a physical place or store.	1. Goods and services are sold without a physical place or store.
2. The basis of classification is ownership and the merchandise offered.	2. The basis of classification is direct personal contact and direct response marketing.
3. It adopts an indirect relationship with the consumer.	3. It adopts a direct relationship with the consumer.
4. Customer visits the showroom and makes his/her choice of the products.	4. The customer becomes aware of the products or services offered through a non-personal medium, like mail, catalogues, phones, television or the Internet.



5. The retailer arranges the products.	5. Most companies give their toll-free numbers for customers to respond and send the products to their home.
6. Multiple channels are involved.	6. Direct to customer
7. Offers shown visually in stores or marketplace.	7. Offers shown through Internet/online
8. Retailers responsible for exchange of the products.	8. E-retailer responsible for exchange of the products.

## Practical Exercise

### Activity 1

Prepare a Model/Chart on store and non-store retailing.

#### Materials required

Chart paper, Thermocol, glue, sketch pen, pencil, eraser, glue stick.

#### Procedure

1. Divide the class into two groups.
2. One group should be given the topic of store retailing and the other group should be given the topic of non-store retailing.
3. Now ask the students to prepare charts on the given topics.
5. Explain the charts in the class.
6. Display the charts at an appropriate place in the class or laboratory.

## Check your Progress

### A. Fill in the Blanks

1. When a significant number of outlets are operated by a single owner, it is called a \_\_\_\_\_.
2. A franchise is a contract between \_\_\_\_\_ and the store \_\_\_\_\_.
3. Hypermarket is a combination of \_\_\_\_\_ and \_\_\_\_\_ store.
4. \_\_\_\_\_ offers minimum services and operates on cash and carry basis.
5. In a \_\_\_\_\_, profit or loss is calculated on the entire stock.



## B. Multiple Choice Questions

1. The independent retailer operates his business with \_\_\_\_\_.  
 (a) partners  
 (b) professionals  
 (c) few locals/ family members  
 (d) None of the above
2. Corporate retail chain is also called \_\_\_\_\_.  
 (a) franchise  
 (b) chain retailer  
 (c) independent retailer  
 (d) None of the above
3. Specialty stores have very clearly defined \_\_\_\_\_.  
 (a) producers  
 (b) competitors  
 (c) target market  
 (d) Both (a) and (b)

## C. State whether the following are True or False

1. A store specialising in a particular type of merchandise is termed as a departmental store.
2. When the goods and services are sold from a physical place or store, it is called store retailing.
3. Retailers who usually specialise in hard goods are known as catalogue retailers.
4. Communicating with the customers through the telephone comes under E-shopping.
5. Purchasing goods through websites using the Internet is a part of E-shopping.

## D. Short Answer Questions

1. Who is an independent retailer?
2. What is franchising?
3. What is a supermarket?
4. What is a departmental store?
5. What is television shopping?

## E. Long Answer Questions

1. How do you classify store retailing?
2. Departmental stores are a combination of decentralised buying and centralised selling. Explain in detail.

## F. Check your Performance

1. Demonstrate the store selling procedure.
2. Demonstrate the non-store retailing procedure.



## SESSION 4: DUTIES AND RESPONSIBILITIES OF A CASHIER

As a lot of customers interact at the cash counter in a retail store, therefore, the cash counter must be managed logically and effectively to improve customer experience.

Normally, the retail cashier looks after the cash desk and occupies an important place in retail stores.

### Retail cashier

Normally, businesses deal with cash transactions; therefore, there is a need to appoint a cashier. The cashier is a retail employee, who deals in cash and cash transactions at the billing counter (Fig.1.17). Working as a cashier in the modern retail store is all about completing the sales with the help of sophisticated machinery and helping the customer with enquiries about products, discounts, free gifts, etc.



Fig. 1.17 Retail Cashier

Usually, the cashier is sent to operate the tills and put sales through for customers. The basic role of a cashier at the retail store is to stand behind the cash till and prepare the bill of customers' purchase for payment.

The cashier's job is good at the entry-level in retail stores as previous experience is not compulsory. Training and work experience give an opportunity to learn the basics of the retail world to move up fast on the ladder in a retail organisation. To become a good cashier, a person should have basic knowledge of accounting, bank policies, mathematics and statistics. A cashier should also possess

qualities such as good communication skills, honesty, sincerity, etc.

### Duties of a cashier

It is the duty of a cashier to look after the cash counter and ensure that it is managed properly. It is necessary that each cashier must be assigned a specific cash counter. The cashier should ensure that the cash counter is neat and tidy, the cash till/POS is working

properly, the network cables are connected properly, all the machines are working and the necessary stationery is available.

The cashier's job is of great accuracy and it includes many things. The duties of a cashier in retail stores are:

- To greet customers when he/she enters in the organisation.
- Handle all cash transactions of the retail organisation.
- Accept payment by all type of cards.
- Check and enter the daily cash accounts.
- Guide and solve customers' queries.
- Provide training to the new cashier.
- Maintain the daily, weekly and monthly report of transactions.

### **Responsibilities of a cashier**

The responsibilities of cashier are as given below.

- Handle cash transactions with customers
- Scan products and collect payments
- Issue receipts, refunds or tickets, or change goods
- Redeem stamps and coupons
- Resolve, guide and provide relevant information regarding customer complaints
- Greet customers in a retail store on their arrival
- Maintain clean and neat checkout areas
- Pleasantly deal with customers to ensure complete satisfaction

### **Skills required to become a retail cashier**

The basic requirement to become a cashier is that in most of the cases, he/she should have completed high school along with a training coursework in book-keeping. The professional qualification is an added advantage, but not an essential requirement. Other skills include:

- ability to concentrate on the job.
- ability to adjust with the workload according to urgency.
- be multi-talented and respond quickly when handling different tasks.
- ability to promote a friendly atmosphere.
- ability to handle different type of customers.



## NOTES

- Effective communication skills.
- Sincerity towards work.
- Basic knowledge of computers and working on electronic equipment, such as cash register, scanners, money counters, fake currency detectors, etc.

The primary requirement for becoming a cashier is honesty and having the ability to deal with customers.

## Practical Exercise

### Activity 1

Visit a retail store to learn the duties and responsibilities of a cashier.

#### Materials required

Pen/Pencil, notebook and checklist.

#### Procedure

1. Prepare a checklist with the points to be observed and give it to the students.
2. Arrange groups of students as per feasibility.
3. Reach the store as per schedule.
4. Greet and interact with the executive and observe the following:

S. No.	Activity or Situation	Yes	No	Remarks
1.	Whether cash counter is neat and tidy?			
2.	Whether the cash till/POS is working?			
3.	Whether the retailer is following the use of till prompts policy for the sale of age-restricted products?			
4.	Whether the stationery is available for billing or not?			
5.	Whether the returns are sent?			
6.	Whether the cashier is greeting the customer entering into the stores?			

5. Fill it with a pencil, discuss with friends and confirm with the executives later. After confirming, make pen entries.
6. Write a report and submit it to the subject teacher.



**Activity 2**

Role-Play a situation to demonstrate the duties and responsibilities of a retail cashier.

A customer enters into the retail store and purchases a product. He/she asks for a bill. The Customer Sales Associate (CSA) helps him at the cash counter. The customer wants to make use of the gift coupons, but it does not come under the store policy. The CSA does not want to lose the customer. So, he/she calls the store manager to handle the situation.

**Materials required**

Pen, pencil and notebook.

**Procedure**

1. Divide the class into groups with four students in each group.
2. Ask them to perform the following roles:  
1st Student—Customer  
2nd Student—Customer Sales Associate (Retailer)  
3rd Student—Cashier  
4th Student—Store Manager
3. Ask the students to perform their roles in the group.
4. At last, ask the fourth student to share his/her views.
5. Ask everyone to note down their duties and responsibilities, and also the shortcomings in them.
6. Conclude at the end and ask students to submit a report.

**Check your Progress****A. Fill in the Blanks**

1. Most of the times \_\_\_\_\_ spends in operating the tills and putting sales through for customers.
2. The professional qualification is an added \_\_\_\_\_, but not an essential requirement.
3. Cashiers should avoid \_\_\_\_\_ in front of the cash desk.
4. The \_\_\_\_\_ requirement to become a cashier is honesty and the ability to deal with customers.
5. Basic \_\_\_\_\_ knowledge and familiarity with electronic equipments, like cash register, scanners, money counters, fake currency detector, etc., is important for a cashier.



## NOTES

### B. Multiple Choice Questions

1. A retail cashier is expected to generate reports \_\_\_\_\_  
(a) of the transactions done  
(b) of the quality of the product  
(c) of features of the product  
(d) None of the above
2. An effective and neat cash counter is a sign of a \_\_\_\_\_.  
(a) very professionally managed store  
(b) a business is not managing cash counter properly  
(c) misappropriation of cash is taking place  
(d) None of the above
3. The first duty of a cashier is \_\_\_\_\_.  
(a) guiding and solving queries of customers.  
(b) maintaining monthly, weekly and daily report of transactions.  
(c) greet the customers entering into the organisation.  
(d) None of the above
4. \_\_\_\_\_ is sufficient to qualify an individual for the post of retail cashier.  
(a) Ability to organise workload according to urgency  
(b) High school diploma with course work/training in book-keeping  
(c) Effective communication skills  
(d) All of the above

### C. State whether the following are True or False

1. A retail cashier is a person who deals with cash transactions of a retail store.
2. Greeting the customers entering into the store is not the duty of a cashier.
3. The maximum customers interacting in a retail store are at the cash counter.
4. A cashier's is a good job at the entry-level in a retail store as previous experience is not compulsory.
5. It is necessary that each cashier must be assigned to a specific cash counter.

### D. Short Answer Questions

1. What do you mean by the term 'cashier'?
2. What is retail billing?
3. What is the requirement of retail cashier?





### **E. Long Answer Questions**

1. What are the duties and responsibilities of a retail cashier?
2. Why is there a need to appoint a retail cashier in businesses? Explain.

### **A. Check your Performance**

1. Demonstrate the operations at a service cash point/POS in the retail store.
2. Enact the mode of payments in the retail business, both cash and non-cash.

## **NOTES**

